



ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience

SCOTT HOUSE

SR. DIRECTOR OF PARTNER SERVICES
Park City Chamber & Visitors Bureau



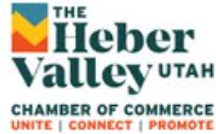
ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**

Adapting to Change, Building Resilience

THANK YOU

ZIONS BANK



TOM KELLY

Tom Kelly Communications



ZIONS BANK
2026 WASATCH BACK

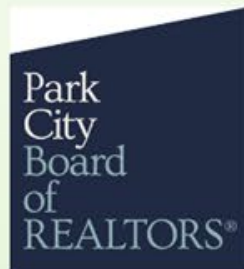
**ECONOMIC
SUMMIT**

Adapting to Change, Building Resilience

Lunch Panel:

OLYMPIC INSIGHTS AND INSPIRATIONS

Presented by





ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience

2,833

days to go

UTAH 2025

OLYMPIC INSIGHTS AND INSPIRATIONS

MODERATOR



TOM KELLY
Tom Kelly
Communications

PANELISTS



DALLIN KOECHER
Heber Valley Chamber
of Commerce



KELSEY BERG
2034 Winter Games
Organizing Committee



ASHLEY FARQUHARSON
2026 Winter Olympics
Bronze Medalist -
Women's Single Luge



RYAN DICKEY
Park City Mayor



CALUM CLARK
Utah Olympic Legacy
Foundation

Presented by





LANO CORTINA 2026

16

GER	Germany	Anna Freuder
USA	USA	...
USA	USA	...
USA	USA	...
ITA	Italy	...

OLYMPIC INSIGHTS AND INSPIRATIONS

MODERATOR



TOM KELLY
Tom Kelly
Communications

PANELISTS



DALLIN KOECHER
Heber Valley Chamber
of Commerce



KELSEY BERG
2034 Winter Games
Organizing Committee



**ASHLEY
FARQUHARSON**
2026 Winter Olympics
Bronze Medalist -
Women's Single Luge



RYAN DICKEY
Park City Mayor



CALUM CLARK
Utah Olympic Legacy
Foundation

Presented by









ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience

Winter Games

by the numbers



16+

Sports
Disciplines



3,500

Athletes



92

National Teams



195+

Medal Events



3.3 M

Tickets

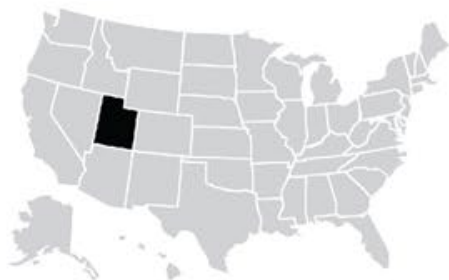


575 K

Hotel Room Nights
Under Contract (so far)

OLYMPIC WINTER GAMES

Venue Map





ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience





ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience





ZIONS BANK.
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience





ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience



WOODBURY
CUSTOM JEWELERS

Dugins West • Gifts

Ashley P...

2026



ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience



24 24
OBSERVERS





ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience







ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience





ZIONS BANK
2026 WASATCH BACK

**ECONOMIC
SUMMIT**



Adapting to Change, Building Resilience